



Agenda Item No: 3.a

PLACENTIA CITY COUNCIL AGENDA REPORT

Meeting Date: March 18, 2025

Submitted by: Joe Lambert

From: Development Services

Subject:

Third Study Session to Review Chapman Corridor Revitalization Plan Progress

Financial Impact:

Fiscal Impact:

No fiscal impacts are associated with this Study Session. Potential significant economic benefit to the local Placentia economy, including jobs, public & private investment, and annual/one-time revenue.

Summary:

On October 1, 2019, City Council adopted the comprehensive General Plan Update. This update included all Elements of the General Plan except the Housing Element, which was adopted as part of the required 6th Cycle Regional Housing Needs Assessment (RHNA) allocations in March 2022, which is in the process of State certification. The Land Use Element of the 2019 General Plan strongly encourages enhancements and improvements to the visual image, physical design characteristics, economic vitality and infrastructure of the Chapman Corridor. City Council previously authorized Placeworks, Inc. (Placeworks) to complete the Chapman Corridor Revitalization Plan document and supporting environmental documentation furthering the goals of the General Plan. On February 7, 2023, City Council conducted the first Study Session related to the Chapman Corridor Plan and the second Study Session occurred on October 3, 2023. City Council provided direction on several key policies to move the effort forward. At this time, City Staff and Placeworks will present the draft Chapman Corridor Revitalization Plan with draft Development Standards and will also show progress made regarding a draft associated Streetscape Master Plan. Staff intends this to be the final Study Session to receive policy direction prior to moving forward with the final approval process.

Recommendation:

Recommended Action: It is recommended that the City Council:

1. Receive and file the Staff Report and presentation; and
2. Solicit public comments (if any) regarding the draft Chapman Corridor Revitalization Plan and supporting documentation; and
3. Provide direction to Staff as appropriate regarding the proposed Chapman Corridor Revitalization Plan, Draft Development Standards and associated Streetscape Master Plan.

Strategic Plan Statement:

This item is consistent with the City Council approved 5-Year Strategic Goal to:

Promote Community and Economic Development, as Objective Number 3.5 is to Initiate the Chapman Corridor Specific Plan and Objective Number 3.6 is to create design review guidelines and procedures. This agenda item will specifically result in creation of the Chapman Corridor Specific Plan (or equal Zoning document) and will also create design review guidelines specific to the Chapman Corridor.

Discussion:**BACKGROUND:**

The General Plan is the City's land use constitution, a legal policy document that is mandated to exist by the State of California. The General Plan is intended to reflect the community's values and set policies to guide in the development, maintenance, and use of the City's built environment. It forms the basis for future decision making as it relates to the mandatory and optional Elements of the General Plan. The Land Use Element is one of seven mandatory General Plan Elements required by the State of California. On October 1, 2019, City Council adopted the comprehensive General Plan Update, which included an updated Land Use Element. The Land Use Element of the 2019 General Plan strongly encourages enhancements and improvements to the visual image, physical design characteristics, economic vitality and infrastructure of the Chapman Corridor and other major corridors as indicated in the subsequent paragraphs.

- Goal LU-1 states: Provide a well-balanced land use pattern that accommodates existing and future needs for housing, commercial, industrial and open space/recreation uses, while providing adequate community services to City residents. Policy LU-1.10 further states: Create specific zoning or plans for major corridors within the City. This would include the Chapman Avenue corridor and the Placentia Avenue corridor, among other major thoroughfares.
- Goal LU-3 states: Revitalize underutilized, abandoned or dilapidated commercial, industrial and residential uses and properties. Policy LU-3.1 furthers this goal by stating: Encourage opportunities for redevelopment and improvements in the Old Town area, the TOD district, industrial areas, neighborhoods in the southern sector of the City, and commercial centers along major roadway corridors.
- Goal LU-5 states: Improve urban design in Placentia to ensure that development is both architecturally attractive and functionally compatible and to create identifiable neighborhoods, and community areas. Policy LU-6.6 furthers this goal by stating: Improve urban design in Placentia to ensure that development is both architecturally attractive and functionally compatible and to create identifiable neighborhoods, and community areas.
- Goal LU-6 states: Enhance and improve the visual image, economic vitality and infrastructure of the Old Town area, TOD, and surrounding areas, like the future Chapman Corridor. Policy LU-6.6 furthers this goal by stating: Focus planning and economic development efforts to spur development and infrastructure improvement on major transportation corridors, such as the future Chapman Avenue corridor.
- Goal LU-10 states: Create enhanced connectivity with California State University

Fullerton (CSUF) campus community. Policy LU-10.2 furthers this goal by stating: In creating the aforementioned corridor plans, the City shall take into consideration the nearby Cal State University Fullerton campus community and capitalize on its proximity.

In October 2022, City Council approved a Professional Services Agreement with Placeworks to draft the Chapman Corridor Revitalization Plan document and supporting environmental documentation furthering the aforementioned goals of the General Plan. Subsequent or concurrent with approval of the corridor plan document, staff anticipates the adoption of a Chapman Corridor Streetscape Master Plan.

On February 7, 2023, City Council conducted the first Study Session related to the Chapman Corridor Plan and provided direction on several key policies to move the effort forward. The first set of policy questions were related to the corridor boundaries. The second set of policy questions were related to land use and site testing, including: 1. What does Council envision for the future of Chapman Corridor? 2. What are key objectives for Chapman Corridor? and 3. What mobility options should be considered for Chapman Avenue and connections to Old Town and the future Metrolink Station? The third set of policy questions were related to additional uses and mobility (transportation). Those questions were: 1. What additional uses and or types of development should be explored? and 2. Which mobility options and connections should this plan prioritize?

On October 3, 2023, City Council conducted the second Study Session related to the Chapman Corridor Plan and provided direction on additional key policies to move the effort forward. Those policy questions were as follows:

- Is 3 to 4 stories (and possibly 5 stories in some locations) appropriate for the Chapman Corridor? Should certain land uses be considered or more strongly encouraged? Is there concurrence with Staff regarding the land use districts and sub-areas? Is there concurrence with Staff regarding the omission of street parking? At that meeting, City Council concurred with the general direction of the draft land use plan and concurred with eliminating street parking on one remaining section of eastbound Chapman Avenue. After receiving Council input, Placeworks and staff moved forward in drafting the Chapman Corridor Specific Plan with development and design standards.

DISCUSSION:

The Chapman Corridor Revitalization Plan development standards and regulations will foster responsible, progressive and attractive development to meet City Council's goals for the corridor. Medium density, mixed-use, and new commercial development will bring new businesses and residents to the Chapman Corridor, and to the adjacent Old Town Placentia and TOD Districts, benefiting the traditional downtown with new shoppers and diners.

Another benefit of the Revitalization Plan is to plan for appropriate successor commercial and mixed-use development that will unify the Chapman Corridor from Placentia Avenue to Kraemer Boulevard. Staff envisions that the plan will encourage the consolidation of smaller parcels for new development, providing a catalyst for development, thereby increasing pedestrian activity and revenue to the City in the form of property taxes, sales tax, Transient Occupancy tax and impact fees. This will also result in a more unified aesthetic for the Chapman Corridor, which currently appears aesthetically and visually inconsistent between Placentia Avenue and Kraemer Boulevard.

Placeworks (with Staff oversight) prepared a presentation (Attachment 1) for City Council review. The presentation will summarize a review of the project to date, summary of public outreach, proposed land use districts and sub-areas and existing conditions (including land use, urban design, mobility, opportunity areas, mobility considerations, and policy guidance/questions, with next steps. The presentation will also show street sections prepared by consultants to demonstrate potential Chapman Avenue street sections, and elements from the draft Chapman Corridor Streetscape Master Plan. The draft Chapman Corridor Revitalization Plan (CCRP) is also attached (Attachment 2) for review. The goal of this Study Session is to receive final City Council input and public input prior to moving forward with the approval process.

At this time, City Staff and Placeworks will present the progress made since February and will present additional policy questions to City Council.

Next Steps

Spring 2025:

- Finalize the draft Chapman Corridor Specific Plan document, with final Economic Benefit Analysis.
- Ongoing Community Outreach, including but not limited to utilization of website updates.
- Initialize approval of Corridor Revitalization Plan, with any necessary CEQA studies (final Plan adoption with CEQA certification)

Summer 2025:

- City Council approval of Corridor Revitalization Plan, with adoption of Chapman Corridor Streetscape Master Plan.

Fiscal Impact Summary:

Fiscal Impact:

No fiscal impacts are associated with this Study Session. Potential significant economic benefit to the local Placentia economy, including jobs, public & private investment, and annual/one-time revenue.

Attachments

1. [DRAFT CCRP_PPT.pdf](#)
2. [DRAFT_CCRP.pdf](#)